



WEWS

ORDER

Flight Dates **09/21/12-09/27/12**

Contract / Revision **306646 /** **Congressional Leadership Fund**

Original Date / Revision Agency Com 15%

08/01/12 09/14/12 Billing Contact

Advertiser **Congressional Leadership F**
815 Slaters Lane
Alexandria, VA 22314

Agency **American Media and Advoc**

Buying Contact Sales Office EWSDC
Sales Region NAT
Agency Ref

815 Slaters Lane
Alexandria, VA 22314

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Sep 00:20:00

Estimate # **2874**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	72	\$80,920.00	\$95,200.00	0.00
Totals	72	\$80,920.00	\$95,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/27/12	72	\$80,920.00	\$95,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/21/12	09/21/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	----F--	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$650.00		0.00			
N 2	WEWS	09/21/12	09/21/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	----F--	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Print Date: 09/24/12

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Contract / Revision **306646** Flight Dates **09/21/12-09/27/12**

Hiatus Dates

Original Date / Revision 08/01/12/ 09/14/12

Order Sep 00:20:00

Advertiser **Congressional Leadership** Product **Congressional Leadership** Estimate # **2874**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	09/21/12	09/21/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	----F--	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					2	\$850.00		0.00			
N 3	WEWS	09/24/12	09/27/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	2222---	:30	8	\$900.00	P-1	0.00	NM	8	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	2222---					8	\$900.00		0.00			
N 4	WEWS	09/21/12	09/21/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	----F--	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$850.00		0.00			
N 5	WEWS	09/24/12	09/27/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	1-11---	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1-11---					3	\$900.00		0.00			
N 6	WEWS	09/21/12	09/21/12	M-F 9-10a M-F 9-10a	CM	9-10a	----F--	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$700.00		0.00			
N 7	WEWS	09/21/12	09/21/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,200.00		0.00			
N 8	WEWS	09/21/12	09/21/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,000.00		0.00			
N 9	WEWS	09/24/12	09/27/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	1111---	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1111---					4	\$1,200.00		0.00			
N 10	WEWS	09/21/12	09/21/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	----F--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					2	\$1,400.00		0.00			
N 11	WEWS	09/24/12	09/27/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	2222---	:30	8	\$1,600.00	P-1	0.00	NM	8	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	2222---					8	\$1,600.00		0.00			
N 12	WEWS	09/21/12	09/21/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	----F--	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,800.00		0.00			
N 13	WEWS	09/24/12	09/27/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	1111---	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1111---					4	\$2,000.00		0.00			
N 14	WEWS	09/21/12	09/21/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	----F--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$2,000.00		0.00			



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Contract / Revision **306646** Flight Dates **09/21/12-09/27/12**

Hiatus Dates

Original Date / Revision 08/01/12/ 09/14/12

Order Sep 00:20:00

Advertiser **Congressional Leadership** Product **Congressional Leadership** Estimate # **2874**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 14	WEWS	09/21/12	09/21/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	----F--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$2,000.00		0.00			
N 15	WEWS	09/24/12	09/26/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	1-1----	:30	2	\$2,200.00	P-1	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1-1----					2	\$2,200.00		0.00			
N 16	WEWS	09/21/12	09/21/12	M-F 7-730p 7-730p The List	CM	7-730p	----F--	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,100.00		0.00			
N 17	WEWS	09/24/12	09/27/12	M-F 7-730p 7-730p The List	CM	7-730p	1111---	:30	4	\$1,300.00	P-1	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1111---					4	\$1,300.00		0.00			
N 18	WEWS	09/21/12	09/21/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	----F--	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,100.00		0.00			
N 19	WEWS	09/24/12	09/27/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	1111---	:30	4	\$1,300.00	P-1	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1111---					4	\$1,300.00		0.00			
N 20	WEWS	09/21/12	09/21/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	----F--	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$2,400.00		0.00			
N 21	WEWS	09/24/12	09/27/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	1111---	:30	4	\$2,700.00	P-2	0.00	NM	4	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1111---					4	\$2,700.00		0.00			
N 22	WEWS	09/21/12	09/21/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,200.00		0.00			
N 23	WEWS	09/24/12	09/27/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	1111---	:30	4	\$1,400.00	P-1	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	1111---					4	\$1,400.00		0.00			
N 24	WEWS	09/22/12	09/22/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					2	\$500.00		0.00			
N 25	WEWS	09/22/12	09/22/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					2	\$650.00		0.00			
N 26	WEWS	09/22/12	09/22/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$1,100.00		0.00			

